



Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: WT Proceeding No. 11-65, T-Mobile USA and AT&T's proposed merger

Dear Commissioners:

The Retail Association of Nevada (RAN) is an alliance of Nevada's most successful, innovative retailers. Our retail community contributes more than \$1 billion in annual tax revenue, and accounts for more than 400,000 jobs – an estimated economic impact of \$20 billion to Nevada's economy.

A primary objective of RAN is to unite merchants throughout the state on matters of common interest. Because of the huge impact broadband availability has on the success of our retail community, we urge you to approve AT&T and T-Mobile USA's request to merge.

If these companies are allowed to combine resources, AT&T will expand deployment of its LTE network, taking Nevada retailers' online capabilities to the next level. In addition to supporting more sophisticated applications and providing faster speeds, this advanced network would reach 55 million more Americans than AT&T's current plan. Retailers, especially smaller shops located in rural areas of the state, could use their newfound Internet service to reach out to more customers, improve the efficiency of day-to-day logistics, and communicate better with staff and suppliers.

The total reach of AT&T's post-merger network would be an impressive 97.3 percent of the U.S. population. In an increasingly technology-based business world, coverage of this scope can aid retailers in appealing to new demographics, maintaining relationships with valued customers, and marketing themselves online.

In brief, AT&T's post-merger network would offer a competitive advantage and a valuable communications tool to retailers throughout Nevada. In light of this fact, I again urge you to approve the transaction AT&T and T-Mobile USA have proposed.

Sincerely,

Bryan Watcher
Director of Government Affairs
Retail Association of Nevada